LISTING OF CLAIMS:

1. (Previously presented): A display apparatus including a display device for displaying an image or a picture and a viewing angle controlling unit arranged over said display device, said viewing angle controlling unit comprising:

a pair of substrates, each comprising at least an electrode and an alignment film, facing each other such that said alignment films are opposite to each other;

a liquid crystal layer sandwiched between said pair of substrates; and

a pair of polarized plates arranged outside said pair of substrates sandwiching said liquid crystal layer;

wherein rubbing directions of the respective alignment films of said pair of substrates are substantially parallel to each other.

2. (Previously presented): A display apparatus as claimed in claim 1, wherein said pair of polarized plates are arranged in crossed Nicols way.

3. (Currently amended): A display apparatus as claimed in claim 2, wherein an optical axis of one polarized plate is substantially perpendicular to said rubbing direction and an optical axis of ~~an other~~ another polarized plate is substantially parallel to said rubbing direction.

4. (Previously presented): A display apparatus as claimed in claim 1, wherein said pair of polarized plates are arranged in parallel Nicols way.

5. (Previously presented): A display apparatus as claimed in claim 4, wherein optical axes of said pair of polarized plates are substantially parallel to said rubbing direction.

6. (Previously presented): A display apparatus as claimed in claim 1, further comprising a power source for applying a voltage to said electrode and power source controlling means for controlling the switching of said power source.

7. (Previously presented): A display apparatus as claimed in claim 1, wherein a retardation value of said liquid crystal layer is within the range of 200 nm to 1000 nm.

8. (Currently amended): A display apparatus as claimed in claim 1, wherein ~~said~~ optical axis of each polarized plate is an absorption axis or a transparent axis.

9. (Previously presented): A display apparatus as claimed in claim 1, wherein said display device is a light-receiving type of display device or a light-emitting type of display device.

10. (Previously presented): A display apparatus as claimed in claim 9, wherein in the case that said display device is the light-emitting type of display device, said viewing angle controlling unit is arranged on a display screen of said display device.

11. (Previously presented): A display device as claimed in claim 9, wherein said display device is a device selected from a group consisting of a liquid crystal display device, an electro-luminescence display device, a plasma display device and a cathode ray tube.

12. (Previously presented): A viewing angle controlling unit comprising:

a pair of substrates, each having at least an electrode and an alignment film, facing each other such that said alignment films are opposite to each other;

a liquid crystal layer sandwiched between said pair of substrates; and

a pair of polarized plates arranged outside said pair of substrates sandwiching said liquid crystal layer;

wherein rubbing directions of the respective alignment films of said pair of substrates are substantially parallel to each other.

13. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein said pair of polarized plates are arranged in crossed Nicols way.

14. (Currently amended): A viewing angle controlling unit as claimed in claim 13, wherein an optical axis of one polarized plate is substantially perpendicular to said rubbing direction and an optical axis of ~~an other~~ another polarized plate is substantially parallel to said rubbing direction.

15. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein said pair of polarized plates are arranged in parallel Nicols way.

16. (Previously presented): A viewing angle controlling unit as claimed in claim 15, wherein optical axes of said pair of polarized plate are substantially parallel to said rubbing direction.

17. (Previously presented): A viewing angle controlling unit as claimed in claim 12, further comprising a power source for applying a voltage to said electrode and power source controlling means for controlling the switching of said power source.

18. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein a retardation value of said liquid crystal layer is within the range of 200 nm to 1000 nm.

19. (Currently amended): A viewing angle controlling unit as claimed in claim 12, wherein said optical axis of each polarized plate is an absorption axis or a transparent axis.

20. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein the optical axes of said pair of polarized plates are substantially parallel to said rubbing directions.